

T A B L E O F C O N T E N T S

Hearts N' Parks—Community Mobilization Guide Introduction	1
The Partnership	1
The Beginning of Hearts N' Parks	2
Hearts N' Parks Is Special	3
The Bad News: Cardiovascular Disease	4
Why Heart-Healthy Behavior?	4
The Good News: Physical Activity and Healthy Eating.....	8
Physical Activity	8
Heart-Healthy Eating	9
How to Use This Guide	13
How To Sign Up for Hearts N' Parks.....	14
Frequently Asked Questions.....	17
Hearts N' Parks: 1st P—People	19
Support Systems for Hearts N' Parks	19
Department Staff.....	19
Other Sources of Support.....	20
Participants as Target Groups.....	20
Definition of Target Groups on Basis of Participation and Relationship	21
Stages of Change for Heart-Healthy Behavior	22
Stage(s) of Change.....	22
At-Risk Groups	22
Countdown Checklist: 1st P—People	25
Outline of Staff Training & Meetings	26
Frequently Asked Questions.....	27
Hearts N' Parks: 2nd P—Programs and Practices	29
Program Varieties	29
Strategies and Techniques	30
Information and Knowledge Infusion	30
Raising the Potential	32
Hands-On Activity	32

Programs &
Practices

Adapt Traditional Activities	32
Program Progression	32
Offer Opportunities	34
Breaking Barriers	34
Lifestyle Behavior Support.....	35
From Programs to Practices	36
Countdown Checklist: 2nd P—Programs	39
Staff Training/Meeting Outlines	40
Hearts N' Parks Program Worksheet	42
Frequently Asked Questions.....	43
Hearts N' Parks: 3rd P—Public Visibility	45
Who Needs To Know?	45
Writing Hearts N' Parks Messages	45
Modifying the Messages	47
Moving the Messages	48
Internal Opportunities	51
Extending Your Reach.....	51
Holding Special Events	52
Working With the Media	53
Media Contact Is Ongoing	58
News Releases	59
Countdown Checklist: 3rd P—Public Visibility	62
Frequently Asked Questions.....	63
Hearts N' Parks: 4th P—Partnering	65
The Partnership Advantage	65
Partnership Possibilities	65
Getting Started	67
Types of Partnering Opportunities	67
Moving Forward	68
Program/Service Assessment	68

Moving to Action	72
Partnership Project Plan	72
Tracking	75
Countdown Checklist: 4th P—Partnering	77
Frequently Asked Questions	79
Hearts N' Parks: 5th P—Performance Indicators	81
Types of Indicators	81
Getting Started	83
Conducting the Assessment	84
Selecting and Using Assessment Tools	84
Analyzing and Reporting Results	86
Displaying the Results	87
Countdown Checklist: 5th P—Performance Indicators	88
Outline of Staff Training for Performance Measurement.....	89
Recommendations for Administering Hearts N' Parks Pretests and Posttests	91
Frequently Asked Questions	93
Hearts N' Parks: Celebrating and Sharing	95
Celebrating	95
Sharing	95
Sustaining	96
Appendices	99
A. Program Design and Development: Tracking and Log Sheets, Consent Forms, and Performance Questionnaires	A-1
B. Answer Keys and Scoring Sheets	B-1
C. Media Materials and Miscellaneous Forms	C-1
D. Additional Resources	D-1
E. Health Statistics	E-1
F. Background Sheets.....	F-1

Reproducibles